

WHAT IS CLAIMED IS:

1 1. A method for displaying data on a display monitor under control of a
2 computer, comprising:

3 displaying in a page a first portion of a field of data and a graphical element
4 indicating that there is a second portion of the field of data within a display area of the
5 page; and

6 enabling the page to selectively present the first and second portions of the field of
7 data in response to user input.

1 2. The method of claim 1, wherein the presenting the first and second
2 portions of the field of data comprises displaying the first and second portions in response
3 to the user input.

1 3. The method of claim 2, wherein selectively presenting the first and second
2 portions comprises displaying the first and second portions as hover text superimposed
3 over the display area displaying the first portion of the field of the data.

1 4. The method of claim 1, wherein the page is an HTML page and wherein
2 an HTML alternative text attribute element is used to enable the page to selectively
3 present the first and second portions of the field of data in response to user input.

1 5. The method of claim 1, further comprising:
2 receiving a user request including search criteria; and
3 querying a database on the search criteria to access data records satisfying the
4 search criteria, wherein each accessed data record includes the field of data, wherein there
5 is a display area for each record, further comprising displaying in the display area for each
6 record the at least first portion of the field of data from each accessed data record,

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1 wherein the page is enabled to selectively present the first and second portion of the field
2 for the record in response to user input.

1 6. The method of claim 5, wherein displaying the first portion in the display
2 area comprises displaying a first value in the data field, and wherein presenting the first
3 and second portions in response to user input comprise displaying all the values from the
4 data field.

1 7. The method of claim 6, further comprising displaying at least one
2 additional field of data in each display area for each accessed record.

1 8. The method of claim 1, wherein the first and second portions are presented
2 in response to user input indicating movement of a graphical pointer over the displayed
3 graphical element.

1 9. A system for displaying data, comprising:
2 a computer;
3 a display monitor under control of the computer,
4 means for displaying in a page on the display monitor a first portion of a field of
5 data and a graphical element indicating that there is a second portion of the field of data
6 within a display area of the page; and
7 means for enabling the page to selectively display on the monitor the first and
8 second portions of the field of data in response to user input.

1 10. The system of claim 9, wherein the means for displaying the first and
2 second portions of the field of data comprises displaying the first and second portions in
3 response to the user input.

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1 11. The system of claim 10, wherein the means for selectively displaying the
2 first and second portions comprises displaying the first and second portions as hover text
3 superimposed over the display area displaying the first portion of the field of the data.

1 12. The system of claim 9, wherein the page is an HTML page and wherein
2 an HTML alternative text attribute element is used to enable the page to selectively
3 present the first and second portions of the field of data in response to user input.

1 13. The system of claim 9, further comprising:
2 means for receiving a user request including search criteria; and
3 means for querying a database on the search criteria to access data records
4 satisfying the search criteria, wherein each accessed data record includes the field of data,
5 wherein there is a display area for each record;
6 means for displaying in the display area for each record the at least first portion of
7 the field of data from each accessed data record, wherein the page is enabled to
8 selectively present the first and second portion of the field for the record in response to
9 user input.

1 14. The system of claim 13, wherein the means for displaying the first portion
2 in the display area comprises displaying a first value in the data field, and wherein
3 presenting the first and second portions in response to user input comprise displaying all
4 the values form the data field.

1 15. The system of claim 14, further comprising displaying at least one
2 additional field of data in each display area for each accessed record.

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1 16. The system of claim 9, wherein the first and second portions are displayed
2 in response to user input indicating movement of a graphical pointer over the displayed
3 graphical element.

1 17. An article of manufacture for displaying data on a display monitor under
2 control of a computer, the article of manufacture comprising a computer usable media
3 including at least one computer program embedded therein that is capable of causing the
4 computer to perform:

5 displaying in a page a first portion of a field of data and a graphical element
6 indicating that there is a second portion of the field of data within a display area of the
7 page; and

8 enabling the page to selectively present the first and second portions of the field of
9 data in response to user input.

1 18. The article of manufacture of claim 17, wherein the presenting the first and
2 second portions of the field of data comprises displaying the first and second portions in
3 response to the user input.

1 19. The article of manufacture of claim 18, wherein selectively presenting the
2 first and second portions comprises displaying the first and second portions as hover text
3 superimposed over the display area displaying the first portion of the field of the data.

1 20. The article of manufacture of claim 17, wherein the page is an HTML page
2 and wherein an HTML alternative text attribute element is used to enable the page to
3 selectively present the first and second portions of the field of data in response to user
4 input.

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1 21. The article of manufacture of claim 17, further comprising:
2 receiving a user request including search criteria; and
3 querying a database on the search criteria to access data records satisfying the
4 search criteria, wherein each accessed data record includes the field of data, wherein there
5 is a display area for each record, further comprising displaying in the display area for each
6 record the at least first portion of the field of data from each accessed data record,
7 wherein the page is enabled to selectively present the first and second portion of the field
8 for the record in response to user input.

1 22. The article of manufacture of claim 21, wherein displaying the first portion
2 in the display area comprises displaying a first value in the data field, and wherein
3 presenting the first and second portions in response to user input comprise displaying all
4 the values form the data field.

1 23. The article of manufacture of claim 22, further comprising displaying at
2 least one additional field of data in each display area for each accessed record.

1 24. The article of manufacture of claim 17, wherein the first and second
2 portions are presented in response to user input indicating movement of a graphical
3 pointer over the displayed graphical element.

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